

Gold Key Service & Silver Key Service -- JAPAN

Access to the Japanese market means building relationships through proper introductions and careful research. The Commercial Service Japan's Gold Key Service(GKS) and Silver Key Service(SKS) help savvy U.S. businesses do this effectively through flexible and targeted research of potential Japanese partners for new-to-market U.S. companies. Companies visiting Japan will have appointments with selected contacts arranged through the GKS and SKS. These services are offered in all major Japanese cities.

The GKS and SKS are fee-based programs. Our professional industry specialists select potential Japanese representatives, distributors, and/or importers for your product and arrange business appointments for your visit. The GKS and SKS include a comprehensive consultation with one of our industry specialists who will brief you on the market for your product in Japan. In addition, the specialist will provide you with background information, alert you to developments in your industry sector in Japan and, in the case of the GKS, accompany you to meetings. (The Silver Key does not include a Commercial Service escort). Interpreters are made available through commercial vendors at additional cost.

Cracking the Japanese market takes time and effort. The Commercial Service Japan's Gold Key and Silver Key Services are designed to help you use your time in Japan more efficiently and help you make the right business contacts for success in the Japanese marketplace.

HOW TO REQUEST CS JAPAN'S Gold Key Service

To request a Gold Key Service (GKS) or a Silver Key Service (SKS) for Japan, please send the following documents and a check to Commercial Service Tokyo at least 30 days prior to your travel.

- 1) The GKS/SKS Application Form, which can be obtained from Commercial Service Tokyo by fax (+81/3/3589-4235) or email (Yumiko.Ozaki@mail.doc.gov).
- 2) 15 packages of your product literature, with price lists. Each package must include an original cover letter (to "Dear Sir/Madam:") describing in detail the purpose of your trip.
- 3) The cost for the services are: GKS - \$600 for one day (3 appointments) and \$ 300 for a half day; SKS - \$400 for one day (3 appointments) and \$200 for a half day. Payment should be made in the form of a check payable to the U.S. Embassy Tokyo and sent by express mail (DHL, FEDEX, UPS, etc.)

Mailing address is:

Commercial Service (GKS/SKS)

U.S. Embassy, Tokyo

1-10-5 Akasaka, Minato-ku

Tokyo 107-8420 Japan

(Attn: Yumiko Ozaki, Phone: 03-3224-5091)

Rates for an interpreter: At present, interpreter costs on average run between 50,000 - 70,000 yen for a full day and 35,000 yen for a half day. Payment may be made in advance or upon arrival in Japan directly to the interpreting agent in yen cash or by credit card (more details provided upon request). Normally a cancellation fee is charged if you cancel 24 hours or less prior to a meeting day. Note: The cost of interpreters and any transportation for the interpreter is paid for separately from the GKS/SKS, and is the responsibility of the company.

Please note GKS appointments are usually held at the offices of the company agreeing to meet. The average meeting is approximately one hour. Since the purpose of the meeting is generally to introduce the company and products, and since few Japanese are fully conversant in English, it is usually necessary to bring an interpreter.

Hotel reservation: A list of first class hotels at reasonable rates is available upon request.

Holidays: *Please note that the December 27 - January 8 New Year's holidays, the April 24 - May 8 "Golden Week" holidays, and the August 8 - 20 "o-bon" holiday period should be avoided when traveling to Japan on business.*

Agricultural Products: For assistance with agricultural products please contact the Agricultural Trade Office at TEL: +81-03-3505-6050 FAX: +81-3-3582-6429, or atotokyo@fas.usda.gov.

GOLD KEY SERVICE / SILVER KEY SERVICE, JAPAN

APPLICATION FORM

Requester's signature: _____ **Date:** _____

Traveler's Name (print):

Title:

Company Name:

Address:

Telephone:

Fax:

Email:

URL:

Date/s requested for GKS/SKS : 1 Full Day plus _____

Exact Date/s: _____

Year Established:

Size:

Annual Sales:

Bank Reference:

1. Describe your company and your company's main products or services.

2. Describe the products or services you wish to sell in Japan. What special features, attributes, and advantages do they have that distinguish them from competitors?

3. What are your company's objectives in the Japanese market?

4. **What are your objectives for requesting our Gold Key or Silver Key Service? What types of business contacts are you looking for?**
5. **Identify any current representation or prior experience in Japan.**
6. **What type of distribution do your products have in the U.S.?**
7. **Describe your current competitors in the U.S. and Japan.**
8. **Please describe below any special features of your company's operations, or interests in Japan, that would help us in identifying Japanese contacts for you.**
9. **List the names of any potential agents, distributors, or importers with whom you would like us to set up appointments for you. (Attach additional sheet as necessary.)**
10. **List the names and/or types of any other companies, government agencies, or organizations with whom you would like us to set up appointments for you.**
11. **Rate your ability in spoken business Japanese:**

none / basic greetings / simple conversation / fluent

Will you need an interpreter arranged (for an additional fee) for your Gold Key or Silver Key meetings?

_____ **Yes** _____ **No**